



Additional Resources: Windsource®

Goals and Strategies	
Goals	<ul style="list-style-type: none">• Double the usage and double the average amount subscribed within 18 months. (675 new Windsource® subscribers, average subscription of 534 kWh per month)
Strategies	<ul style="list-style-type: none">• Leverage local events to have tabling and on-the-spot registration for Windsource®<ul style="list-style-type: none">◦ April forum◦ Potential for incentives◦ Could include some commercial events• Leverage the larger information campaign to distribute information• Target existing subscribers to increase their subscription amounts <p><i>Additional Ideas:</i></p> <ul style="list-style-type: none">• Leverage case studies• Collaborate with local businesses to provide incentives• Leverage local known leaders, such as “Walks with the Mayor”

Additional Information	
Campaign Information	<ul style="list-style-type: none">• Xcel Energy recently launched a campaign with an objective being to encourage subscribers to increase subscription amounts to 100%.• Strategies included using statistics around the environmental impact of trees, making subscription increases easy for customers, leveraging digital platforms, tying it in with a year-end “thank you,” and using graphics to engage customers.• Once customers arrived at personalized online sign-up form, 43% increased their subscription.• Emails had a 30% open rate, 3.6% clicked through



Consumer Information	<ul style="list-style-type: none">• 21,277 residential premises in Edina• Current number of subscribers is 675• Current average subscription is 267 kWh/month• In 2014, Windsource® cost \$0.68 per block (100 kWh) per month.• Current Edina participation is 3.2%• Maplewood participation is 2.4%• St. Louis Park participation is 2.2%• Red Wing participation is 2.1%
Sign-Up Process	<ul style="list-style-type: none">• My Account• www.xcelenergy.com/windsource<ul style="list-style-type: none">○ Provide name○ Provide account number (optional)○ Provide address○ Provide email○ Select subscription level○ Select how you heard about Windsource®○ Promo code (optional)○ Select that you understand that Windsource® is an additional charge on your electric bill.

Current Edina Subscription Breakdown:

